Some ideas on how to ensure the Company's influence on policy-making in the public health area.

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* These thoughts are the result of discussions with scientists who have experience as to how other industries, such as eg. the chemical and pharmaceutical industry, approach the problem of ensuring that they have their say in matters of public policies which are of business concern to them.

* The principal pattern is to create a "professional society" which they quite openly support financially, for which they obtain the patronage of personalities from the political life and which has a scientific board consisting of "established professors".

* The industries's financial contribution is directed essentially to (a)-the support of research projects (mainly for the professors) and, even more importantly, (b)-the support of doctoral thesis and post-doctoral grants to upcoming scientists in the particular field of interest. There are smaller financial commitments for (c)-the support of congresses and other meetings.

* The key elements of this approach are : (a)-the patronage of politicians ensures that the society enjoys "integrity" in the political world, (b)-the support of research by the professors ensures that they are not inclined to adopt an unfavourably biased approach towards the sponsors's problems, ie. they are not going to brush things under the carpet which might prejudice other interests but which are favourable to their sponsors' interests, (c)-the support of upcoming

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ANKIND

ALMOST A JOKE

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ANKY INTELLECTUALS
ND TO REALITY

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THE DOERS :
SPECIALISED IDIOTS
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OFF THE FIELD :
A FEW OUTSIDERS

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THE MASSES :
WORKING ANTS AND VOTING SHEEP

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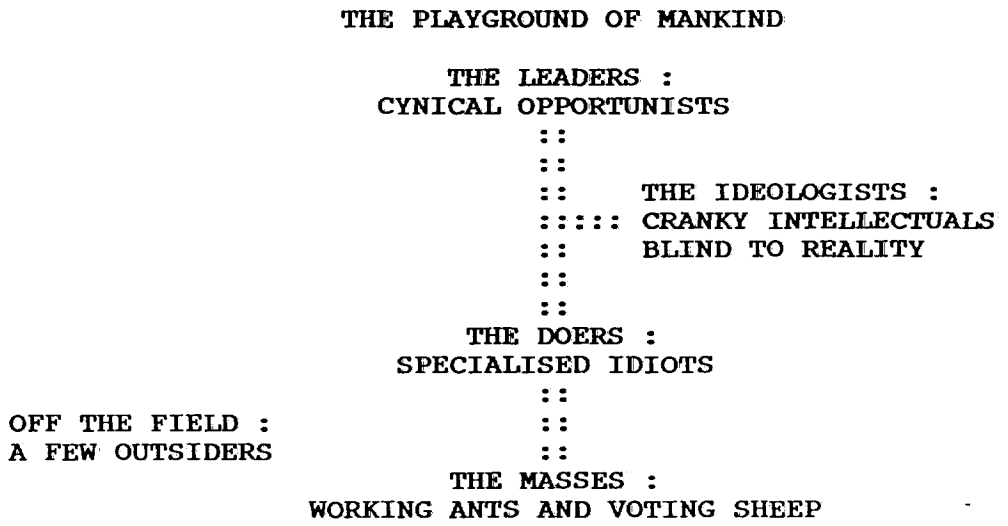
Source: https://www.industrydocuments.ucsf.edu/docs/xzmx0000



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scientists is an investment for the future, when these people will have positions of influence.

* The lobbying potential of such an organisation hinges on its perceived status, which is directly dependent on the status of politicians involved in the patronage.

* I think that we should discuss this on 9th May, because I believe that we could find European politicians who would be willing to patronise something like a "European Society of Public Health Research". Our thoughts on research funding could be reviewed in the light of this.

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